

CSF #4 – Get The Technology Right

The presentation of a website is very important in order for it to be successful and technology plays a significant role in attaining this presence. This Critical Success Factor is important in a successful website since the first impression is what matters the most when attracting customers. The use of technology is significant when making a website to be more attractive and appealing. The criteria for this Critical Success Factor will be based on presentation, expenses, security, and technology. The Kids Up Front website is a considerably basic webpage with a lack of interaction. Kids Up Front are looking into creating a more interactive website with adding videos and pictures similar to their Edmonton webpage. Another aspect a company should consider when obtaining a great website are the costs required. One of the restraints Kids Up Front has is with financial resources. Since Kids Up Front is a not-for-profit organization, they have a budget of \$150,000 per year and because of this they cannot adhere to more than what they already have on their website. It is already difficult for Kids Up Front to manage their business at a low budget, let alone have a high-quality website since it is very expensive to maintain. This organization is a particularly small one and finance is one of their biggest constraints in comprising a successful webpage. With technical advances comes with high costs and due to their small budget, the technical aspect of their website is not a priority. Since Kids Up Front deals with unused tickets as well as money donations, one of customer's biggest concerns is if their money is going to the right use and if the tickets are really being used by kids in need. The organization makes certain employees pick up the donated tickets themselves and record the information of the pickup in a logbook. This guarantees customers that their unused tickets are kept safe and do not have an opportunity to get

lost in the process. Kids Up Front has a great way of showing their customers that their money is safe with the organization. Paying online is extremely unsafe at times but Kids Up Front promises safety to their customers by using Canada Helps. The payment processes are visa authorized which assures privacy for the customers. When making a donation, the organization collects information such as one's name, but it is kept confidential and customers remain anonymous towards others. The organization values thank-you letters and is certain that this is a great way of demonstrating security credibility. Also, quotes from sponsors and recipients are illustrated on the various web pages to show customers that the organization truly values making a change in a kid's life. Another way the organization shows their customers security is by allowing their customers to view the statistics of how many tickets were donated in a specific period of time. This gives customers an idea of how trustworthy of an organization Kids Up Front is. Allowing customers to obtain tax receipts when making a donation is also a way of ensuring the organization is not a scam. Kids Up Front takes complete ownership in their software and databases. When the organization first started and acquired their database, no face-to-face interaction was needed in order to obtain their database from Victoria. Kids Up Front is extremely happy with their database as it perfect for what they require in being a successful organization. Technology becomes of significance when creating a flourishing website and attracting customers on their first visit.

CSF SCORE: 3/5